

ABSTRACT

THESIS: *Vanity Fair*: The Last Twenty-Five Years

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The purpose of this study was to analyze the cover images of *Vanity Fair* magazine from the years 1983 to 2008. The study attempted to determine if *Vanity Fair's* covers have become more focused on celebrities over time and also analyzed how *Vanity Fair* defines a celebrity. The study used grounded theory from a case study perspective. An additional research question was to determine the number of politically-based cover images versus the number of celebrity-based cover images. This research used content analysis methodology. Both open and axial coding were used. Results were entered into Microsoft Excel and analyzed for statistical significance.